Membership

Nebraska State PTA
Unit Membership
Training 2013
Overview

- Responsibilities
- Getting Started
- Membership Recruitment
- Benefits
- Record Keeping
- Dues
- OMDR
Responsibilities

- Understand the value of PTA Membership at your school, state and National level
- Recruitment Strategy
- Review best practices and get ideas from other schools
  - *PTA Great Idea Bank
- Talking it up
  - Talk to your circle of friends, they talk to their friends and so on
- Send membership dues to State PTA
- Maintain accurate records
- Attend meetings; give reports/updates, amount of members
- Attend leadership and membership training whenever possible
- Ask your State PTA for help!
Getting Started

- All school events
  - Membership drive
  - Hold contests, raffles, give-aways
  - Offer incentive (Discount at events? Raffle tickets at Carnival?)
- Make people feel welcome
  - Smile, be welcoming, sincere, helpful, get to know them
- Develop a committee, set meetings and meet 4 times a year
- Market yourself
  - Newsletters, website, staff lounge, bulletin board, fliers
- New State Membership Reporting Process
Membership Recruitment

- Inclusivity and Diversity
  - Ask someone in your community
  - Church, neighbor, grandparents
  - Do not forget to ask Dad
- D.A.D. (Dads Are Dependable)
  - Ask dads to hold an event, carwash, grill-out
  - Million Hours of Power
- Membership table at every event/function
  - It is a year long endeavor
- Follow up
  - Send thank you notes to new & returning members
  - Check your list of who has joined and who has not
  - Check with each of your members for specialties they may have to benefit the PTA/children
Benefits

- Give members a discount to PTA events
- National membership discounts (such as on Southwest Vacations) can be found in the Handbook.
OMDR

Online registration of membership
Conclusion

- No members, no PTA
- Year long effort
- Get anyone and everyone (including businesses)
- Benefits for membership
- Be relevant, personable and inclusive and membership will grow